

Step 2 - Marketing Creation and Preparation



Please find listed below the recommended actions that you need to take during this step of implementation:

- Compile a Targeted Marketing List**
The Halloween Scramble event is designed to target your current Crush It juniors and their friends. Therefore you should organise a list of all of the juniors on your program to target during the marketing distribution stage.
- Create a Contact Group on GLF. Connect**
You can use the Contact Group features on the GLF. Connect system to send specific information regarding your event to your Crush It participants. Create the group containing the students on your program ready to send the information at step 3.
- Create Your Halloween Scramble Event Flyer and Poster**
*Visit the **Marketing** page of the Training Hub and edit the posters and flyers so that you are ready to display them around your venue and distribute electronically.*
- Edit the Targeted List Halloween Scramble Email Template**
*Edit this communication ready to send to your targeted marketing list, contact groups and classes on GLF. Connect. This is available within the **Communications** page of the Training Hub.*
- Generate and Share Your Bitly Links - Watch Tutorial by [Clicking Here](#)**
The Bitly links enable your customers to go directly to the specific Halloween Scramble event within the booking system. You will also need this for any digital marketing pieces and to send to RetailTribe for a special mail or your club marketing team.
- Request a Special Mail from RetailTribe**
The team at RetailTribe can help drive interest in your event by running a special mail campaign if you do not think you can generate enough interest from within your program. Reach out to the team and request a special mail for your event.
- Communicate with Club Contacts**
Inform the relevant contacts at your club, including your General Manager, Director of Golf and M.E.D, of your event and discuss how they can help you make it a success.
- Prepare Social Media Content and Share with Your Club Contact**
Review the social media guidelines and assets available within the marketing directive. Share the necessary event information with the club contact running your social media channels.
- Communicate Your Halloween Scramble Event Date with the Director of Golf Programming**
Keep the Director of Golf Programming up to date with your activity to help support you and the successful implementation of your event.